

Message Text

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INFO AMEMBASSY BERLIN

AMEMBASSY BUCHAREST

AMEMBASSY BUDAPEST

AMEMBASSY MOSCOW

AMEMBASSY WARSAW

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E.O. 11652: N/A

TAGS: EEWT, BU

SUBJECT: BEWT STUDY ON SOVIET/EE EXPORT CAPABILITIES TO I.W.

REF: STATE 198163

1. EMBASSY FINDS STUDY USEFUL CONTRIBUTION TO E-W TRADE LITERATURE. SPECIFIC COMMENTS ON BULGARIAN SECTION FOLLOW:

2. PAGE B-5, PARA 1, LAST SENTENCE: SUGGEST CHANGE "IS EXPECTED" TO "IS SUPPOSED". WE ARE NOT OPTIMISTIC THAT QUOTE SOME BUREAUCRATIC SHORTCOMINGS UNQUOTE WILL BE EASED DURING THE PRESENT 5YP.

3. PAGE B-7, FINAL PARA: IN ADDITION TO QUALITY SHORT-COMINGS AND TIGHT CONNECTION OF BULGARIAN ECONOMY TO OTHER EES, MENTION MIGHT BE MADE OF (A) LACK OF EXPERIENCE IN CONTEMPORARY WESTERN MARKETING PRINCIPLES AND (B) DIFFICULTIES IN MEETING SCHEDULED DELIVERIES TO WESTERN FIRMS.

(COMMENT: THE LATTER HAS BEEN ESPECIALLY ANNOYING TO SOME FIRMS WHICH HAVE BEEN FORCED TO ENTER SPOT MARKETS TO COVER THEIR OWN CUSTOMERS' DEMANDS WHEN BULGARIAN ENTERPRISES FAIL

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TO MEET CONTRACTUAL OBLIGATIONS. THIS, OF COURSE, DAMAGES BULGARIA'S REPUTATION AS A RELIABLE TRADING PARTNER AND FORCES BULGARIA TO DISCOUNT SOMETIMES HEAVILY THE PRICES IT CAN ASK FOR ITS PRODUCTS. END COMMENT)

4. PAGE B-8, SUMMARY: FIRST PARA LEAVES IMPRESSION THAT TRADE WITH WEST IS NOT A "PRIMARY" CONCERN TO GOB PLANNERS BUT IS

SOMEWHAT A "RESIDUAL". WHILE STATISTICALLY SUCH AN ARGUMENT
COULD BE MADE, IT WOULD DOWNPLAY THE IMPORTANT PART WESTERN
GOODS, TECHNOLOGIES AND PROCESSES PLAY IN THE IMPROVEMENT OF
SPECIFIC SECTORS OF BULGARIA'S ECONOMY. EMBASSY SUGGESTS
RECASTING FIRST PARA TO REFLECT THIS IDEA.
GARTHOFF

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